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ELECTRIC MOTOR AND EQUIPMENT CO.,

October 1st, 1908.

NEWARK, N. J.

Bulletin No. 123.

IRON CLAD ELECTRIC SIGNS

(PATENTED)

PORCELAIN FACED LETTER, INTERCHANGEABLE TYPE



Definition.

By the use of the words "Iron Clad" to define our new form of electric sign we mean to lay stress on the fact that the sign is "clothed in iron," and that it is strong and that there is no wood nor any inflammable material in its construction.



Frame.

A frame of heavy galvanized iron is made, substantially strengthened on the inside by angle iron and corner braces to insure absolute rigidity.



Letter Plates.

The interchangeable porcelain enameled steel letter plates are securely attached to this galvanized frame by specially designed patented clamps.

Each letter plate has on it a letter, numeral or character. The receptacles which hold the lamps are arranged to the best possible advantage so that the letters are clearly defined. The sign is perfectly plain and easily read by night or day. The receptacles used are of our own design and are particularly adapted for this style of sign construction. The letter plates are equipped with receptacles wired, and are ready to install upon the sign frame.

IRON CLAD ELECTRIC SIGN FRAMES

For Horizontal Signs. Height 18" for 12" Letters.

Lengths	4'	5'	6'	7'	8'	9'	10'	11'	12'
List Prices.....	\$27.00	\$29.00	\$31.00	\$34.50	\$41.00	\$43.50	\$46.00	\$49.00	\$52.00

Frames 24" High for 18" Letters

Lengths	4'	5'	6'	7'	8'	9'	10'	11'	12'
List Prices.....		\$33.50	\$36.50	\$39.50	\$45.50	\$48.50	\$51.50	\$54.50	\$57.50

Included in the price of the frames is all necessary supporting iron work.

Number of Lamp Receptacles in Each Letter.

	12 inch.	18 inch.		12 inch.	18 inch.		12 inch.	18 inch.
A	8	10	Q	9	12	6	8	11
B	10	13	R	10	12	7	6	8
C	7	9	S	9	11	8	9	11
D	9	13	T	6	8	9	8	12
E	9	13	U	8	10		5	6
F	7	10	V	7	9		11	13
G	9	10	W	11	17		1	1
H	9	12	X	9	9		1	1
I	4	5	Y	6	8			
J	6	7	Z	8	12			
K	8	11	&	11	14			
L	6	8	1	4	5			
M	13	15	2	8	12			
N	10	13	3	7	11			
O	8	10	4	8	9			
P	8	10	5	9	12			

Dimensions of Enamelled Letter Plates.

	12" Letters.		18" Letters.	
	Height Inches.	Width Inches.	Height Inches.	Width Inches.
Narrow	18	5½	24	8
Medium	18	12	24	17
Wide	18	15	24	20
Ends	18	3	24	4
Spaces (Wide).....	18	4	24	5
Spaces (Narrow).....	18	2	24	3

Letters M and W are wide. I, the period and apostrophe are narrow. All others are medium.

Price List Enamelled Letter Plates.

12 inch Enameled Letter Plates with receptacles, wired complete ready to install on frame.

List price, each..... \$6.50

12 inch Periods and Apostrophes ready to install on frame. List price, each..... 2.50

12 inch Enameled Letter Spacings, *wide*. List price, each..... 1.50

12 inch Enameled Letter Spacings, *narrow*. List price, each..... 1.00

12 inch Enameled End Pieces. List price, each..... 1.00

18 inch Enameled Letter Plates with receptacles, wired complete ready to install on frame.

List price, each..... 9.25

18 inch Periods and Apostrophes. List price, each..... 3.50

18 inch Enameled Letter Spacings, *wide*. List price, each..... 1.75

18 inch Enameled Letter Spacings, *narrow*. List price, each..... 1.50

18 inch Enameled End Pieces. List price, each..... 1.50

Prices are on material f. o. b. Newark, N. J.

Boxing 25 cents per letter extra.

How to Figure the Cost of an Iron Clad Sign.

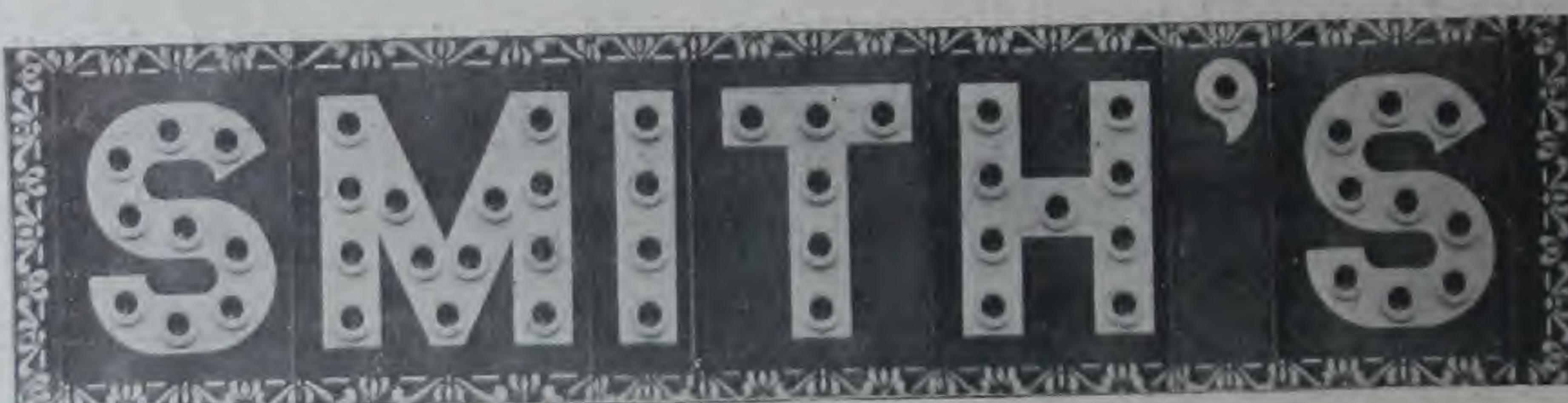
The sign desired, for instance, is to be double-faced, alike on both sides, 12 inch letters and is to read DRUGS.

10 Medium Width letter Plates (5 on each side). List price, each \$6.50.....	\$65.00
4 End Pieces (2 on each side). List price, each \$1.00.....	4.00
1-6 foot Frame. List price	31.00
Total.....	\$100.00

Less your discount.....

Net price.....

Attention is called to the cut herein shown of the sign reading SMITH'S. Please observe the difference in width of the letter plate "M" and the letter plate "I." We give the greatest care to the



spacings of the letters and our customer is assured that with an equipment of our letter plates and spacings a perfectly clear and readable sign can be obtained.

We are manufacturers of all kinds of electric signs and transparencies and we solicit your inquiries.

Have you our bulletins on our line of flashers? We make flashing machines to produce any flashing effect.

The Electric Motor and Equipment Co.
NEWARK, N. J.

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